

Why AEO - Answer Engine Optimization - is a must.

AI drives new Consumer Expectations 1

27% of global users use **VOICE SEARCH** on mobile

35% of <35s prefer **CHAT INTERFACE** vs traditional search

46% of Gen Z, 35% of millennials pref **SOCIAL MEDIA** vs trad. search

Mobile gets the hype - Desktops still dominate

2

19% of desktop users are more likely to **CLICK ON AN AD**

25% of consumers more likely to **USE A DESKTOP** (even higher in B2B)

86% of **GenAI SOURCE TRAFFIC** comes from desktops

AEO drives qualified traffic and revenue

3.4% more traffic with optimized AEO vs non-optimized competitors

35% revenue increase despite 20% traffic drop

681% ROI and recovery of AEO investments in <6 months

Preparing Your Brand for AI-driven Discovery

4

- Structure content so AI and search engines highlight your brand first
- Align brand facts to ensure accurate answers across AI platforms
- Build AEO oversight to protect voice, visibility, and performance

YOUR VOICE

Fun-fact: only ~10% of Fortune 1000 companies are fully AEO optimized:

What has your journey been with AEO?

Share your thoughts below.